



Politecnico
di Torino



PoliTO Master School



2-DAY SEMINAR
November 18th 2024

CLIMATE CHANGE COMMUNICATION: INDIVIDUAL CHALLENGES AND CORPORATE PERSPECTIVES | DAY 1

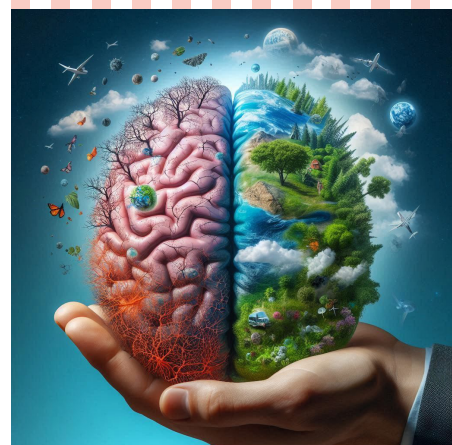
ECO-PSYCHOLOGY AND COMMUNICATION TO EMBRACE THE CLIMATE CRISIS

Public Seminar organized in the framework of the 2nd level Specializing Master's programme "Climate Change: adaptation and mitigation solutions" offered by Politecnico di Torino

Monday, November 18th 2024, 2.00pm – 5.45pm

I3P, Sala Agorà, Corso Castelfidardo, 30/a – Torino | live streaming on YouTube

The time has come for communication on environmental and climate issues to take a step forward. Until now, journalists and communicators have tried to talk a lot to people's heads, often forgetting their hearts. Looking at the data from international studies and reports on discomfort and psychological disorders linked to the impacts of the climate crisis and relating them to the rampant phenomenon of 'doomism' (translatable as 'apocalyptic vision of the future') especially among the younger segments of the world's population, it is clear that the situation has become extremely serious. Doomists are affected by anxieties, fears, psychosis and they think that nothing can be done to change things anymore. This leads to disinterest, 'news avoidance' and... inaction, which are extremely deleterious for global society and the planet. The meeting intends to discuss how the hybridisation of journalism, communication and psychology can and must give rise to a new form of popularisation capable of involving and engaging even the most hostile audiences.



PROGRAMME

2.00 pm	Registration
2.30 pm	Welcome greetings and introduction by Marco Piras , Deputy Head of Department of Politecnico di Torino-DIATI and Coordinator of the Master's Programme and Marco Merola , scientific journalist, founder of the webdoc Adaptation.it, and lecturer at the Master's programme.
2.50 pm	Camilla Gamba , eco-psychologist and communicator
3.05 pm	Lorenzo Colombo , co-curator of the scientific communication project CHPDB - Chi ha paura del buio? (Who's afraid of the dark?)
3.20 pm	Nicolas Lozito , journalist at La Stampa, author of the newsletter "Il colore verde" (Green colour) on climate change
3.35 pm	Maria Teresa Salvati , communicator and founder of the project "Everything is connected", author of the "Emozionario ambientale" (environmental emotional project)
3.50 pm	<i>Coffee break</i>
4.10 pm	Ginevra Zolli , communicator of the community Greencome
4.25 pm	Alessia Conti , President of the Italian National Council of University Students (CNSU)
4.40 pm	Round table with the speakers and Alvise Mattozzi , Associate professor in Sociology, Politecnico di Torino – DIATI. Moderator: Marco Merola
5.30 pm	Maurizio Rivolta , Vice-President FAI- Fondo per l'Ambiente Italiano (the National Trust for Italy)
5.45 pm	End of the seminar

Under the patronage of the Presidency
of FAI Piemonte e Valle d'Aosta



Info for registration
or live streaming:

